

Message Text

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E.O. 11652: N/A
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SUBJECT: CCP REPORT 1ST QUARTER - FY '78

1. ALL CAMPAIGN AND NON-CAMPAIGN OBJECTIVES ON SCHEDULE
WITH FOLLOWING EXCEPTIONS:
(A) CAMPAIGN NO 1, ACTIONS 1-3 CANCELLED.
(B) CAMPAIGN NO. 2, ACTIONS 1-3 CANCELLED.
(C) CAMPAIGN NO. 5, ACTIONS 1-2, MISSION NOW SCHEDULED TO ARRIVE
IN FEBRUARY.
2. IN 1ST QTR. POST SUBMITTED 51 TRADE OPPORTUNITIES AND
PROCESSED 84 WTDRS PLUS 9 ADS. BRIEFINGS AND ASSISTANCE
WERE GIVEN TO 77 VISITING U.S. BUSINESSMEN.
3. DURING THIS QUARTER, POST ASSISTED STATE OF SOUTH CAROLINE
IOGA TRADE MISSION AND ARRANGED FBP VISITS BY OFFICIALS OF
URBAN SERVICES DEPARTMENT.
4. AMERICAN FORTNIGHT: THE TWO INDUSTRIAL EXHIBITIONS OF
THE FORTNIGHT, CAMPAIGN 1 AND 2 OF THE CCP WERE
CANCELLED DUE TO INABILITY TO RECRUIT SUFFICIENT
EXHIBITORS TO COVER COSTS. A GREAT DEAL OF TIME AND
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EFFORT WENT INTO THESE CAMPAIGNS AND THEIR CANCELLATION
IS DEEPLY REGRETTEED.

5. THE PRIMARY PROBLEMS WERE THE LIMITATION OF
RECRUITMENT TO HONG KONG BASED COMPANIES AND OUR
INSISTENCE ON 51 PERCENT U S ORIGIN OF PRODUCTS TO BE
DISPLAYED. THE INITIAL SURVEY SHOWED A POTENTIAL UNIVERSE

OF MORE THAN 400 COMPANIES IN THE THEME AREAS. WE REQUIRED 55 FOR A "BREAK-EVEN" LEVEL AND COULD ACCOMMODATE 72 (36 PER SHOW). THE POST RECOGNIZED THAT UNDER OPTIMUM CONDITIONS WE REQUIRED A SUCCESS RATE ABOVE 10 PERCENT WHICH, GIVEN THE JOINT SPONSORSHIP OF THE AMCHAM WAS CONSIDERED FEASIBLE.

6. LEAD TIMES FOR DECISION MAKING PROVED TO BE VERY LONG IN THAT IN ALMOST ALL CASES LOCAL REPRESENTATIVES BUCKED THE REQUEST TO THE U S FOR BOTH AGREEMENT AND FUNDS. TO SOME DEGREE THIS PROBLEM HAD BEEN ANTICIPATED AS RECRUITMENT WAS BEGUN NINE MONTHS BEFORE THE SCHEDULED EVENT. THE REAL PROBLEM ONLY SURFACED AS POSITIVE DECISIONS WERE MADE I.E., FEW OF THE PRODUCTS WERE OF U S ORIGIN.

7. TIME AND TIME AGAIN WE HAD TO TURN COMPANIES DOWN AS THEIR U S BRAND NAME PRODUCTS TURNED OUT TO BE SOURCED FROM JAPAN, KOREA, TAIWAN, SINGAPORE AND EUROPE. CONTINUOUS CULLING OF THE UNIVERSE REDUCED OUR POTENTIALS TO SOME 80 COMPANIES THEREBY REQUIRING AN IMPOSSIBLY HIGH RECRUITMENT SUCCESS RATE.

8. OUR EXPERIENCE THUS REINFORCES OUR BELIEF IN MINI-SHOWS AS DISCUSSED IN (REFTEL 13867, 1977) AND WE WILL CONTINUE TO LOCALLY RECRUIT IN THAT MANNER.
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9. THE BALANCE OF THE FORTNIGHT IS ALIVE AND WELL AND SHOULD PROVE TO BE OF CONSIDERABLE BENEFIT TO THE CONSUMER GOODS INDUSTRY AND TO AGRICULTURAL PRODUCERS. IN-STORE PROMOTIONS WILL BE HELD IN THE FOLLOWING DEPARTMENT STORES: WING-ON, SHUI HING, DAIMARU, SINCERE, DRAGON SEED, MAY-MAY, PEARL CITY AND TAIPAN ROW. FOOD AND WINE PROMOTIONS WILL BE HELD IN THE THREE SUPERMARKET CHAINS, PARK'N SHOP, DAIRY FARM AND ASIAN PROVISIONS. ADDITIONALLY, MENU PROMOTIONS WILL BE FORTHCOMING IN LEADING HOTELS AND RESTAURANTS.

10. AT THIS POINT, THE CONSULATE WISES TO NOTE THAT COOPERATION WITH USIA AND FAS HAS BEEN AND CONTINUES TO BE EXEMPLARY. IN EVERY CASE, THESE TWO AGENCIES HAVE NOT ONLY RESPONDED TO REQUESTS FOR ASSISTANCE BUT HAVE ACTIVELY SOUGHT WAYS IN WHICH THEIR PROFESSIONAL EXPERTISE COULD BE BROUGHT TO BEAR. SHOESMITH

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